



**MONTANA OFFICE OF TOURISM
UK MISSION MARCH 2010 LEADS**

America As You Like It
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INFORMATION

COMPANY ALSO HAS A DIVISION CALLED GO FISHING-WORLDWIDE, AND WINDOWS ON THE WILD;
PRODUCES THREE CATALOGUES.

UKMISS10: Met with Maggi, Cath and Philippa. Met Laura at Reception. Clients have booked early this year partly due to terrible weather last summer. They will have a new brochure soon, most of their hotels are on the website and only the most unique hotels are in the brochure. Itineraries also on website, including MT, WY and ID. New website will be up next week so they can take online bookings. All states: they need info about nice bed & breakfasts in the region, does not have to be upscale but without too much kitch, also send websites and images of these properties. ID suggested contacting their Bed and Breakfast association. Four states updated what's new and provided ranch info. MT please provide list of ranches. Discussed Express press fam trip to MT and WY, and this might include SD Buffalo Roundup. Briefly discussed motorcycling in SD, scenic drives. Discussed joint advertising in Sunday Times or Mail on Sunday with call to action (approx cost is £3,000) and could provide tracking to states. Best time for this would be Sept/Oct or Jan thru March, for next summer. RMI-UK please send Crown of the Continent maps and NatGeo Greater Yellowstone Mapguides, and followup regarding marketing.

RU09: Ms. Laura McLoughlin will attend and is also on the post MT fam. Windows on the Wild is selling well, America as You Like It sales are sporadic. Trout & Salmon may come over in Sept. to write fly-fishing article, will send Andrew Flitcroft; he will need photo's for the article. Received a MT info packet on the fam.

GW09: appt. with Cath. Several MT cities are featured in the brochure and the Rocky Mountain Experience tour: Helena, Bozeman, Missoula, Red Lodge, West Yellowstone, Whitefish. They revised their fishing brochure after several years and hope that it generates more bookings with its new look. Reiterated that we would work with them on a media fam for their fishing product. Send Crown

brochure; took photo drive/catalogue and whats new.

PW08RMI: Met with Maggi. Gave her info regarding Mega Fam & pre/post fam. Interest in MT fishing trips has dropped for this year and she doesn't know why. Will speak to Pam about specific fishing lodges not on the Mega fam. Possible fam trip in MT. will work out with Pam. Pam joined appointment to talk about fishing lodges. They currently use Triple Creek.

PW08: Spoke briefly with Maggi. MT programs not selling well this year. She will work with our UK office to do a media fam to MT and may send someone on the mega fam. Told her we'd work with her on the fams.

PW06: RMI met with Ms. Pusey. Reviewed a regional itinerary in and out Denver through Cheyenne, Rapid City (2 nights), Cody, Bozeman, Whitefish (2 nights), Helena, YNP (2 nights), Jackson (2 nights), Saratoga and back to Denver. Talked about Idaho with a possible new Washington and Oregon itinerary in development. She is very interested in 07Roundup, especially with winter in Yellowstone fam. Claire please follow up.

UK02/06: Met with Maggi Smit and Cath Pusey, who advised their Wolf Watching programme had sold well for them. Discussed fishing opportunities throughout the States and talked about a possible joint promotion to their database. Suggested Cath put together costing etc to forward to States for discussion. Also, said I would consider finding a good journalist to work with America as you like it, with a view to writing about Wolf Watching in Yellowstone next winter.

WTM05: Met with Cath Pusey. Fly/Drives, mostly into Denver. Featuring CO, WY - Nice coverage on MT, ID and SD also. 3 pages. Nice 16 day itinerary w/out Denver SD, MT, WY. BW/Shilo booking through RMHT mostly. Most clients visit for 2 weeks. Took what's new from MT, WY. Took Photo CD's. Places in Brochure: Cody, Jackson, Saratoga, Sheridan, YNP Cheyenne, Helena, Missoula, W. Yellowstone, Whitefish, Idaho Falls, Ketchum, Salmon, Rapid City. Wants more SD. Claire, please invite Cath to Roundup in Butte. Also interested in overnight rafting trips and kayaking - kayak schools if available. Hub and spoke ideas would be helpful - people don't want to be in the car the whole time. Welcomes winter package ideas - not necessarily ski. Currently their "Windows on the Wild" is selling winter. Wolf watching in YNP through Yellowstone Institute - booked direct. Karen, please send Sawtooth Institute information. Discussed Walk in the Treetops, winter guided Glacier Park Tour - Jan please send information - also on Rocky Mountain Lodge and Grouse Mtn Lodge (summer and winter). Also Glacier Park - Winter Trips and Images. SD Jeep Tours, Wild Mustang. SD - 3-4 night hub and spoke adv. and scenery. SD for windows/wild. Send canoe, kayak, jeep tours, fishing, wildlife and adventure.

Wants information on Whitefish-Rocky Mtn Lodge, Grouse Mtn Lodge, both summer & Winter, Glacier Park- Winter Trips and images. RMI-UK, States and suppliers follow up as indicated above.

UK08/05: This operator was contacted via email or phone to check they had everything they needed with regard to RMI for their 2006 brochures/programmes

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INFORMATION

UKMISS10: Met with Nigel who also attended the reception. States provided an overview of what's new and discussed Nigel's concerns about specific properties. SD please followup with Ridley Ranch to get info requested by Nigel. Lonesome Spur in MT is doing well (booked 4) and he gets nice comments about Double Spear in MT. MT please let Nigel know what happened with Papoose Creek/Sun Ranch, and is the Big EZ still in business? Silver Spur in ID sells really well. Nigel is happy with all WY ranches but AllTrans does not return calls - WY please followup. Concerned about YNP not paying commissions so he lets clients book themselves. Discussed possible cooperative being formed for transportation around the YNP/GTNP area, including Idaho. Nancy please followup with Jan to see if Nigel can participate in testing. MT please send current ranch list to Martin to distribute. Nigel has a new plan for promoting to western UK, it's hard to sell this region. RMI-UK please followup with itinerary ideas and images if needed.

WTM09: Nigel Selby also reported on behalf of American Roundup's new owner Frontier travel. Their new venture into the US market within the RMI region is proving succesfful and will hopefully continue to expand as the economy expands. Meeting to be arranged for the near future.

RU09: Nigel will attend. He has had successful meetings at the RU with MT suppliers such as ranch in Melrose, is also working with the Rich Ranch. Needs Donnie's horse pic. Merged with Frontier Travel but will keep managing the ranch vacations.

WTM08: Met with Nigel and Christine. Discussed current status of Real America Guide. American Roundup still has many RAGs and will continue to distribute these. American Roundup offers a range of ranches in a range of prices making it easier to sell. They have put a stop on their brochure until they know which direction the economy will go, but there is still alot of business in the pipeline. SD please send information about new ranch near Edgemont and new info about any other ranches. Rocky Mountain Holiday Tours please send info on new BW at Bryce. MT please send images of horse drives for Sunday Times. Proposal presented for 2009 Summit for trade show support - RMI-UK please follow up.

RU08: Mr. Nigel Selby, Director will attend. Discussed MT ranches and what new ones he has contacted.

WTM07: Met with Nigel. Marketing based on dedicated trailer attending country fairs and shows. American Roundup seeking contributing funds towards upkeep of trailer and attending shows. RMI guides distributed through trailer. Also seeking financial support for press and trips. All four states explained this could only be forthcoming if brief is broader and covers attractions, locations, etc. As well as a single ranch. This has been a problem in the past. RMI UK please follow up. Pam discussed other ranches to replace Lake Upsata and gave him a list of possibilities.

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INFORMATION

UKMISS10: Met with Sarah, and Sarah attended tour operator dinner. Their company and new owner situation is going well. Sarah did not bring a draft of mini brochure of RMI region as not ready yet. Discussed Megafam and Roundup 2011. Sarah would like to attend either one. Discussed Destinations Show in London and AWWT would like to partner for booth space for 2011. RMI-UK please followup with What's New sheets and ranch sheets for each state.

WTM09: Met with Sarah. Reported that integration with new owners who have moved into the same building had gone well. AWWT had moved onto a new floor following renovation works and so requested a new supply of all major relevant literature. Sarah reported that forward bookings were looking healthy.

UK09/09: Sarah Punter contacted us and gave us an update on events at that company which in many ways reflect what has been happening in the UK market generally. AWWT are a specialist travel company in some ways part travel agent, part tour operator which has steadily developed its product offerings in our four states. Despite finding the 2009 business environment immensely challenging they have integrated with another local travel company thereby gaining access to increased resources. These have enabled the company to not only weather the economic storm but also to develop its offerings further. Sarah was instrumental in putting together the company restructuring. Bookings to the US are good and as reported last month, the company is developing new tours within our region and has expanded the coverage given to us on their website.

WTM08: Met with Sarah. New dinosaur tour - Missoula-GNP-Havre-Glasgow-Glendive-Billings to WY. Will email itinerary to Pam for attraction/event suggestions in each area. Working with Rocky Mountain Holiday Tours on hotel rooms. May start doing group tours.

MEGA FAM 08: Ms. Sarah Punter will attend. Her email is sarah@awwt.co.uk

2008: Lesley is no longer with the company

WTM07: Met with Lesley. Does Sun Valley commission on ski lift tickets? Needs ski rates for Tamarack. Would like email info for Farren Penney, Nex Perce Tourism. New part of website called "Special Places" interested in rates for unique properties. Hotel Terra, Dog Bark Park, Cabins-Nevada City, Belton Chalet, Isaac Walton, JJ Shaw, A Teton Treehouse. States and RMI UK please follow up.

GW07: mutual request with Lesley. She also joined us at our sponsored lunch table at Go West on Feb. 14. Took what's new, interested in Lodge on Whitefish Lake. Using website a lot for sales, has a section called "Special Places", may use Lodge at Whitefish Lake and Paws Up. Discussed GNP, GTTS, etc. Is Emily A B&B still open? Wants info from Double Arrow. Took DVD. TM send Posters, gen'l info. Send Ian the WG at above address. His title is Ski Manager

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INFORMATION

UKMISS10: Met with Karen Niven at tour operator dinner. Gave four state training to staff of 9 people in their offices. RMI-UK please followup with any additional materials needed.

GW10: appt. with Karen; invited her to join us for lunch but she had accepted invite from WY. They are up 34% from last year and are adding new itineraries to website. Is in need of good resort hotels to add to product line.

WTM09: Met with Karen Niven. Business reported as improving with high interest in the RMI region. For that reason a section was included in their forthcoming 20th anniversary brochure which would normally be charged for. Images required for the same brochure and the website. Also requested details of the Selkirk loop. RMI UK please follow-up.

PW09: mutual request with Karen Niven; she was on a fam about 12 years ago! Doesn't have time to attend now due to length of tour, offered "fam on demand", an individual fam if needed. They just did a major overhaul on their website and wants us to check it out; they spent 100,000 Euro's on it's overhaul and it took five months. Clients view site, then chat through the itineraries. Msla, Hlna, Boz, Hardin, Whitefish, Kalispell and Red Lodge are featured, we suggested adding Billings. Wants to do eblasts, road shows, and advertise with Marks & Spencer (large dept. store) to promote the sight and their itineraries. Wants itineraries, suggestions. Works with RMHT, ATI and Tourco. Took photo usb.

RMIPW09: Met with Karen . Currently has 14 night tour out of Denver, wants 2 more with no more than 350 miles per day. Discussed some possible options via SLC, including Glacier NP and ID. Please fix their link on RMI's site. Discussed how they don't send journalist out to our region much. Next year is their 30th anniversary. They will hand pick several destinations to promote in their magazine coming out around Christmas. RMI-UK please followup with itinerary information needed and about possible proposal.

WTM08: Rocky Mountain Holiday Tours: please follow up on requi

WTM08: Rocky Mountain Holiday Tours: please follow up on requirement for 2x12 night & 2x18 night itineraries for new website. UK office please supply Cody and Terra info. Proposal put forward for consumer show presence on January 29. UK office will follow up.

PW08RMI: Met with Karen Niven, Sales Manager. They are revamping website. They are a 30 year old company with 27 on staff. Wants to train in office. Tailor made high end itinerary, wants to add itineraries in our area. Use SLC, Denver, Seattle hubs. Need in-depth itineraries. All States send new images, discussed doing shows with Marks & Spencers and online training. Martin please followup.

Frontier Travel
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INFORMATION

UKMISS10: Met with Sandra who also attended the reception. They recently took over Holiday America's website, so lots of summer fly drives which Sandra would like to get going. States gave overview with additional itinerary ideas. Also did training for George Elliott, a new employee for ski product and also summer. RMI-UK please followup with itinerary ideas and images.

RU09: Ms.Sandra Potter is attending. Hig end operation, privately owned. Has a database of 14,000 people. Thinking of adding a fly-drive tour onto a ranch stay, and developing separate fly-drives and possibly a fishing program. Send info on fishing lodges and photos. Interested in wolves in YNP. Needs 3 star and above properties.

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INFORMATION

UKMISS10: Met with Mike, Rosey and Jane. They moved offices about a year ago so reduced overhead expenses by being at home. They do more business with less staff. 85% of their business is through the internet. Currently business is up 25% over same time last year but rate of bookings has recently slowed down more than last year. Until the election is over and pound improves, people will continue to delay their bookings. The BA strinke will also affect the region because of Denver access. Our region is not selling quite as well as in 2008. RMHT helped them to add more excursions to tours in our region. They are interested in adding Cody to their Trails West tour in our region to make this a 21 day tour, and states suggested additional ideas. WY please add Mike to newsletter for Sheridan info. Would like to add Warrior Trail to itinerary but need lodging in the area - MT please followup.

WTM09: Met with Mike Easton. He reported that business was picking up. Requested that we email the What's New updates that we had in the booth and send him an initial batch of 25 RMI Guides.

WTM08: Met with Mike. Rocky Mountain Holiday Tours is working with Go Native America on Native American Tours. Is interested in incorporating tours/adventures into his itineraries using RMHT for bookings. Interested suppliers should contact RMHT directly with commissionable rates.. Three nights Custer State Park. Would like to talk client into more nights by offering whole day tours with tour companies. RMI-UK please send 100 Rapid City National Treasure brochures. Also send information on Lakota Prairie Ranch, Black Hills Adventure Tours, Golden Circle Tours.

Milestones
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INFORMATION

UKMISS10: Met with Richard. Milestones is part of Travel Corp, and is a sister company to Trafalgar Tours, Contiki and Grand European. They direct sell, offer all escorted coach travel and repackaged tours they think will sell well. Their major competitors are Titan and Travelsphere. Target market is age 45+. They aspire to be the biggest UK tour operator in 5 years. They use personal travel consultants so clients can speak to someone and send package of info based on individual needs. Their Scenic Parks Explorer (17 days) covers MT, WY and SD and is best selling tour in our region. Itineraries are produced by Destination America and they can request to add items to an itinerary. The four states presented ideas for additional activities and locations to visit in our region. States please email suggestions to Richard. Also discussed joint marketing - in Times Sunday Weekend section - Focus reports are written by independent journalists about a location and Milestones occupies the ad space surrounding the article. These are not written like an ad but are written by well respected Times or Telegraph writers. Double page spread costs £10,000 and single costs £5,000 but Milestones funds 50% so cost to states is half. RMI-UK please followup with additional materials needed for their clients. WY please send info about Snake River Ranch.

WTM09: Met with Matthew Clapson. Milestones reported that business is looking solid for 2010 and that the RMI region has held up well by comparison with other areas in North America and especially the Euro-zone. Joint marketing possibilities were discussed as well as the possibility of expanding the number of tours visiting the region. Like arch rival Titan, Milestones were keen to explore the possibilities of shorter duration tours.

WTM08: Chris and Richard stopped by the booth, they were at the Target Worldwide table at the British Travel Awards. This is a new company, formed by former Titan staff, owned by Travelcorp. Are expanding itineraries as only launched in May 2008. Are working with Sarah of Target Worldwide. No information taken at this time.

UK12/07: Meeting held with Matt Clapson, managing director of Milestones, new long haul escorted tours operator being launched in the UK in the summer of 2008. It may be worth also knowing, by way of background, that Matt and his wife also own a livery stables in south-east England although he is the first to admit that she is the real expert in that particular area.

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INFORMATION

UKMISS10: Met with Richard Harrington. Their tour to our region did not sell well and he thinks it was too expensive. They are moving toward direct sales. Their web sales are going well. They run tours fall through winter into spring,

missing high season, so no summer trips. They run until March or June, depending on destination.

Discussed YNP access in winter, spring. They do not need a receptive, prefer to book direct, did work with New World Travel, Tourico. Likes arrivals into Calgary because of price of flights. Would like states to tell him which lodging offers good group rates so he can put out to bid. Needs 3 to 3.5 star lodging. Richard will attend Powwow and would like to discuss specifics with each state there, also wants to meet with Xanterra and hotels or activities attending from our region. All four states reviewed routing, and activity and lodging options.

PW09: Met with RMI and Richard. Has a tour as mentioned below. Discussed routes from GNP-YNP and is interested in using Hwy 80 as route from YNP to GNP and Waterton, and coming down from Butte to YNP. Also needed 3 star facilities in Whitefish, discussed BW Rocky Mountain Lodge and Pine Lodge.

RMIPW09: Met with Richard. Looking for new itinerary for motorcoach tour. Pam from MT explained itinerary options from Calgary to YNP. Wants 3 star accommodations. RMI-UK please send MT vacation guide, accommodations options.

WTM04: Met with Mr. Bayley. School travel company. Jan/Feb will take 3000 students to NY for study, etc. Looking to go skiing in USA. He has good buying power w/airlines. Wants 3-4 USA resorts to offer. Suggest RMHT contact them. Claire please send winter info.

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INFORMATION

UKMISS10: Met with Claire, who is leaving Titan at end of May, and her replacement, Emma, until a permanent replacement is found. Last year Titan was bought by the company who owns Saga Holidays, which meant expansion

and more funds for Titan. They added 5 more dates to their 22 day National Parks tour in our region. They may possibly add a shorter 12 day tour to our region for next year. The US is up as a whole but clients still book late. They do fully escorted tours for clients age 50+, they are picked up in a van at home

and taken to airport, because of their clients' age not many activities. They contract directly. Do some special groups so want to know about new events to include in their special programs. The states reviewed additional ideas and new properties. SD please send info about Rapid City hotels, they have

availability issues in that area. RMI-UK please send Megafam details to Emma, send ranch sheets for four states. Jo, Claire or Emma will not attend PowWow - they will send a product director or Andy.

WTM09: Met with Claire. Their tours to the RMI region held up very well this year. They are therefore looking to expand, particularly at the top end of the market, possibly with a shorter duration tour. They are also continuing to look at specialist products such as wildlife/wolf experiences and Native American related tours. Titan are also the franchisee for National Geographic holidays in the UK and this to be discussed further after WTM. Images to be supplied for web ad promotional usage.

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INFORMATION

UKMISS10: Met with Matthew and did four state training and overview with 3 staff. This company does tours of between 7 days and 2 months, most for groups no larger than 15 people in minivans. RMI-UK please send ID rv guide and Scenic Byways guides, send YNP brochures and YNP activity guides, also Real America Guides. WY please send info about International Outdoor Leadership School in Lander WY. Briefly met with Richard Hansen. Met with Toby Butland about joint marketing proposals in Outdoor Enthusiast Magazine for belly band, also direct mail piece and dedicated email shot to 120,000 people in their database, 60,000 of which are in the UK. The cost would be between £700-1900. RMI-UK please followup re marketing and pursue internet marketing ideas with Toby.

WTM08: Myer is Programme Manager for Footloose product. Proposed several brochure support opportunities. Will give to RMI-UK to present to the states at Summit. Features all four states. Looking to add ranches to product mix. Took WY & MT ranch sheets and photos. Trek America has two products - Trek America focuses on ages 18-38, Footloose on all ages. Adventure camping & National Park lodges and all 4 states. RMI-UK office to followup and obtain list of properties used then put together coordinated program for consideration at Summit meeting 2009.

PW08: BUYER REQ. with Myer Henderson, Footloose Manager. Footloose features more upscale product. Trek is for ages 18-38 and they go camping and stay in budget accommodations. Is interested in the mega fam. Do small groups, 7-64 days, vans, multi-sport. Boz and Gardiner are currently features in tours. Looking for new products and needs info on working ranches. Needs hi res images. Send list of festivals (NFF). Wants to use Bozeman as a gateway, needs local operators (send Yellowstone Safari info, OBP). IN 2010 will feature a 4-6 day YNP tour out of Bozeman. Also interested in Native American culture - discussed Go Native, etc. Will come to MT later in the year or early 2009 to scout, or attend mega fam.